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DATE: 12/11/92 SALES INFORMATION SYSTEM TIME: 16:35

SUBJECT: 7/11-CONTRACT-NON CVC STORES SENDER: H. E. YOUNG/4440

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TO: ALL MANAGERS WITH 7/11 RESPONSIBILITY CC: ALL SALES PERSONNEL

D.M 12/14/92

T&D 12/15/92

S.R.M. 1/11

S.A.M. 12/18/92

SUBJECT: CONTRACT FOR NON-CVC STORES

**** PLEASE DISREGARD IF YOU DO NOT HAVE 7/11 RESPONSIBILITY ****

WE HAVE AN AGREEMENT WITH SOUTHLAND CORPORATE TO PARTICIPATE IN A CONTRACTUAL ARRANGEMENT IN THEIR NON-CVC STORES. NON-CVC STORES ARE THOSE THAT FOR VARIOUS REASONS COULD NOT OR WOULD NOT PARTICIPATE IN THE RJR/SOUTHLAND CORPORATE CONTRACT WHICH INCLUDES PLACEMENT OF THE SOUTHLAND PROMOTIONAL/SAVINGS FLOOR UNIT (CVC).

SOUTHLAND CORPORATE WILL RECOMMEND THE FOLLOWING MERCHANDISING/ ADVERTISING SET FOR RJR:

- PCD FRONT CASH REGISTER POSITION (NO. 1 REGISTER)
- *CCD/EVD SELF-SERVICE COUNTER POSITION
- SOUTHLAND/RJR CLOCK PLACED IN A HIGHLY VISIBLE NON-OBSTRUCTED LOCATION

RJR HAS AGREED TO PAY $95 PER MONTH FOR THIS PROGRAM. IT IS UNDERSTOOD BY RJR AND SOUTHLAND CORPORATE THAT THERE ARE SEVERAL DIFFERENT RJR PROGRAMS IN PLACE IN BOTH CORPORATE AND FRANCHISEE NON-CVC STORES. AND, ALTHOUGH THE ABOVE IS THE SOUTHLAND CORPORATE RECOMMENDED PROGRAM FOR NON-CVC STORES FLEXIBILITY DOES EXIST. IF YOU AGREE WITH A SOUTHLAND DIVISION OR FRANCHISEE THAT A CURRENT MERCHANDISING PROGRAM IS BETTER FOR RJR AND SOUTHLAND THEN KEEP THE CURRENT PROGRAM.

*SOUTHLAND HAS EXTENDED TO US THE FLEXIBILITY TO USE THE CCD/EVD TO EXECUTE FULL-PRICE PROMOTIONS WHEN AVAILABLE AT YOUR DISCRETION.

EXAMPLE: THE TEXAS DIVISION CURRENTLY HAS:

1. PCD FRONT CASH REGISTER POSITION
2. COMBINATION CCD/PROMOTIONAL UNIT ON THE SELF-SERVICE COUNTER
3. 7-ELEVEN/RJR CLOCK APPROPRIATELY PLACED.
   PAYMENT CURRENTLY IS $95 PER MONTH. WE (RJR AND THE 7-ELEVEN LOCAL DIVISION) HAVE AGREED TO MAINTAIN THIS SET AS IT IS IN BOTH OUR INTEREST TO DO SO.

THERE IS ALSO THE FLEXIBILITY TO ADD TO THE SOUTHLAND CORPORATE RECOMMENDED SET, IF COUNTER SPACE IS AVAILABLE, AND THEREBY GAIN MORE PLATFORMS FOR RJR AND HIGHER PAYMENT FOR SOUTHLAND.

EXAMPLE: YOU MAY AGREE WITH A SOUTHLAND DIVISION OR FRANCHISEE THAT COUNTER SPACE IS AVAILABLE TO PLACE:

1. PCD IN FRONT CASH REGISTER POSITION
2. CCD/EVD
3. PROMOTIONAL UNIT
4. 7-ELEVEN/RJR CLOCK

WITH THIS MERCHANDISING PROGRAM YOU COULD PAY UP TO $120 PER MONTH.

THE SOUTHLAND CORPORATE RECOMMENDATION DESCRIBED ABOVE WAS SENT LAST WEEK TO SOUTHLAND'S FIELD MERCHANDISERS, SO YOU MAY SOON BE GETTING QUESTIONS.

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Source: https://www.industrydocuments.ucsf.edu/docs/xjhy0000